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Digest

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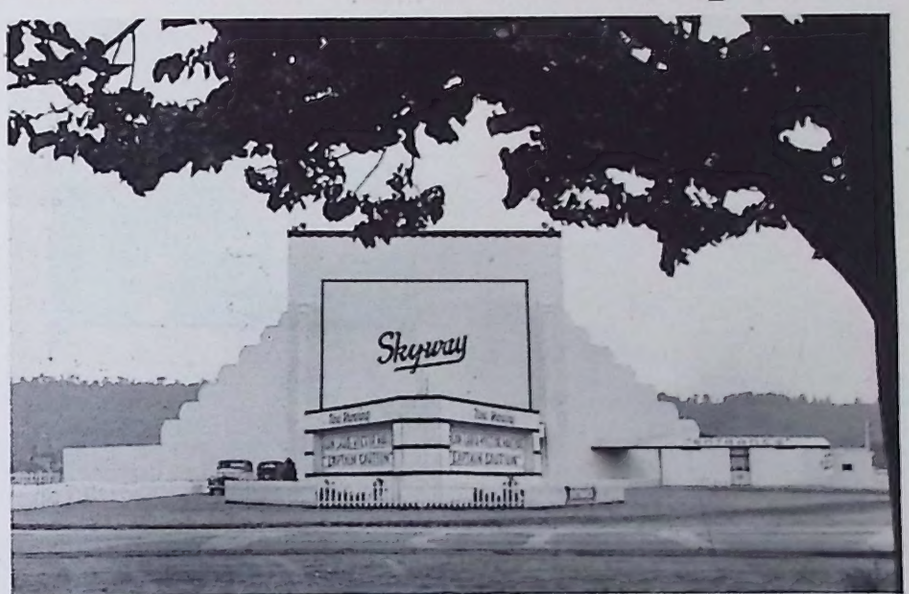
Drive-In Theatres Are Definitely Here To Stay
"The Sky Is The Limit" For Future Development



HAVING entertainment in the open is not a new idea. Symphony orchestras, summer opera, Shakespearean productions have, for many years, had a setting where the sky provided the ceiling and the trees, the back drop and wings. Many of us who have visited England will recall, with pleasure, Regent Park's season of Shakespeare.

Some of us will recall the summer stock presentations in the years prior to World War 1, in Milwaukee (Pabst Beer Garden), in Cincinnati, and in other centres of the United States. Years ago, we tried outdoor performances of plays in Queen's Park, Toronto.

In Regent's Park, London, we carried blankets and shawls to keep us warm, or rented them. On chilly evenings we availed ourselves of the opportunity to buy a pot of hot tea, but neither heat nor cold drove us away, the rain being our only opposition to this delightful outdoor entertainment.

Outdoor Movies in '38

Back in 1938 we recall being in an Italian town, where there was a motion picture presentation on an open lot, and where we sat under trees, on benches facing a huge screen. Movies in the open were then quite a novelty, but no one sat in his car to see them.

The recent report that Famous Players Canadian has purchased three drive-in theatres in Ontario, and has plans for the construction of others leads us to conclude that drive-ins are not considered a present-day novelty, but are being looked upon as a development program, for two reasons, first, such theatres are profitable and second, they are formidable, potential competitors.

As children we have all of us been told, "having everything your own way is not good for you," but how few of us grew into maturity with a developed attitude of welcoming opposition, or competition; and how few of us, as individuals, as business enterprises, or as nations, do not put up a fight when "having our own way" meets with opposition.

New Ideas Usually Opposed

New ideas rarely receive spontaneous support, and the person who gets a brain-wave and turns this vibration of thought into an actual and workable force, generally is obliged to fight his way toward success. This has happened with the drive-in theatres, the promoters have been opposed by town reeves, by farmers, some of whom have claimed that the shows disturbed their cattle. They have been opposed, by residents of country homes, who claimed that the shows disturbed the rural atmosphere and quiet of their retreat. Exhibitors in small towns have claimed that the shows were competitive, in that they drew away a country patronage, which would motor twenty or thirty miles or more into a town, where there was a movie theatre. This patronage was now lost, since some of the drive-in theatres were located in the centre of a farming district, attracting their potential patrons.

Drive-ins were given no new product, being allowed only pictures which had pretty well played out their regular theatre runs. It will be interesting to watch availability of product for drive-in theatres, now that the Drive-In Theatre is spreading across Canada, following the larger development in the United States.

Almost a Million a Day

In this month's issue of The Reader's Digest, there is an interesting condensation of "Movies Under The Stars" from Cue magazine. It is reported that every summer night "825,000 Americans go to the movies without getting out of their cars." From a very rustic and primitive beginning, which accommodated 100 cars,

(*Continued on Page* 9)

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« Capital Story »

By WILL McLAUGHLIN

JACK HOXIE, Western screen star and idol of thousands of kiddies, made a personal appearance at one of the suburban drive-in-theatres and drew large crowds of children and grown-ups to his performance before the huge outdoor screen previous to the regular night film shows.

* * *

Ambrose Nolan, former well-known and popular theatre owner and exhibitor whose show activities included the operation of Nolan Theatrical Enterprises during the lifetime of his father, the late P. J. Nolan, the Ottawa Little Theatre, the Pic Theatre in Aylmer, Que., and more recently a theatre at Gatineau Point, Que., is reported to be seriously ill at his home. Ambrose has been inactive in show business since his retirement from the Gatineau Point project more than a year ago.

* * *

George Degnon, public relations for RKO-Radio Pictures in Eastern Canada, was a visitor here for several days following Labor Day holiday. The breezy, good-natured George was a welcome relief from the current heat and humidity spell that has got most local showmen down to their lowest ebb.

* * *

Ray Tubman, manager of the Capitol Theatre and Famous Players supervisor in this district, is nursing a badly sprained wrist and ankle, the result of a mis-step between sidewalk and curb near the Capitol Theatre.

* * *

Ten wire clothes hangers (in good condition) was the price of admission to a special Saturday morning all-cartoon show for the kiddies at both the Nelson and Somerset Theatres. The performances brought in a thousand or more hangers (now in short supply) which managing-director Morris Berlin turned over to the Star Cleaners and Dyers, also a Berlin family enterprise.

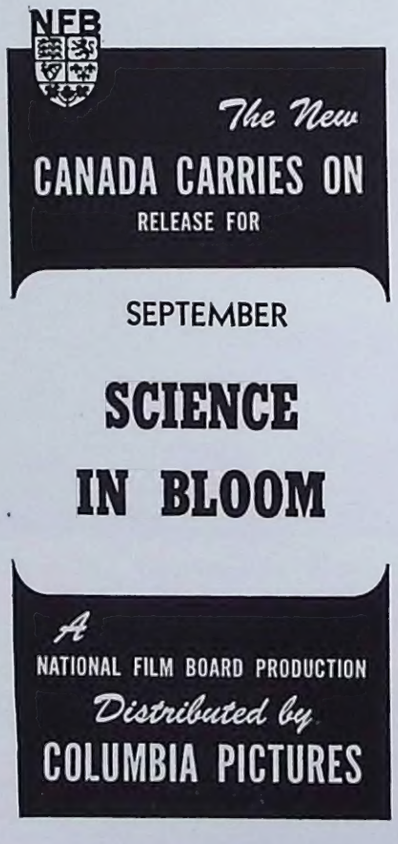
* * *

The Mayfair Theatre, Ottawa South, which is operated by the Robertson interests, is presently undergoing a complete renovation of the Bank Street frontage and lobby interior. The work is under the supervision of manager Fred Robertson and Miss Russell.

Stewart Gillespie, former Ottawa, Toronto and Oshawa theatre manager and now with the McKim Advertising Agency, is in Banff and other British Columbia spots with a unit making commercial pictures for several western clients of McKim's.

* * *

Steve McManus' appointment to Odeon's Fort William theatre was received with interest and pleasure by his many friends among the theatre managing fraternity in Ottawa. Steve was manager of 20th Century's Elgin theatre here several years ago. Good going, Steve!



Bell Singers' NFB Short Good Canadian Propaganda

A trade and press screening of The National Film Board's ten minute feature, "It's Fun to Sing", with the Leslie Bell singers was held at the Columbia screening room on Carlton Street, Tuesday, September 14th.

Production, scheduled for release in October by Columbia, was enthusiastically received.

Ned Depinet Takes Over As R-K-O President

Ned Depinet, executive vice-president of R-K-O was named president of the company at a meeting of its board in New York on Wednesday last. Election of Depinet to the top spot is said to be the first move of Howard Hughes, R-K-O's new controlling stockholder, in reorganizing top exec. personal of the company.

All of the directors except N. Peter Rathvon were in the East and attended the meeting. Rathvon's resignation was accepted prior to Depinet's designation. Appointment is temporary until the company's stockholders hold their annual session about October 19th, but it is fully anticipated that Hughes' new board will make the appointment permanent.

Following the meeting, the resignation of Floyd Odlum as chairman of the board was announced. It was Odlum's interest in R-K-O that was acquired by Hughes. No successor to Odlum will be named. Odlum and Rathvon are thought to be trying to make a deal with Hughes to acquire the company's interest in "The Robe" and make it independently for R-K-O release.

Several Feature Films To Be Shot in Canada

Gerry Fairbanks of NBC is to produce 350 films for television this year and is preparing to enter Canada to make some of them. Nat Holt is filming the story of the CPR for 20th Century-Fox.

Louis Derochemen Associates are shooting a documentary-geographical in Peace River county for elementary schools in US. The March of Time (Richard Derochmont) is making a film on Canadian northern development. Ed Gross is preparing to shoot Mrs. Mike with Dick Powell and June Allyson in Alberta foothills. Goldwyn says he's going to make Earth and High Heaven in Montreal with Gregory Peck.

There's a film called "Two Guys From The Mounties" to be made with Jack Carson and Dennis Morgan. The Tin Flute is planned by Universal with Marta Toren and Jacques Francois. Paramount plans to produce Maugham's "The Canadian". Audio Pix of Toronto and Rennaissance of Montreal each have contracts to produce series in Canada for Monogram and Allied Artists. Dave Coplan general manager of United Artists in London looking for four Canadian stories for production in Canada between May and October next year.

USE DIGEST WANT ADS. THEY BRING RESULTS

RAY PRESENTS

I LIKE Independents in Show Business. They are far from being angels, but certainly have ideas. Perhaps I should not limit my interest to Independents in Show Business, for history reveals that many blessings which we now enjoy and take for granted, are an inheritance from Independents, many who were ostrasized by their neighbors, many who were hunted, caught and imprisoned, tortured and killed; and for them there are, today, monuments to their memory, and to the ideas for which they suffered and were martyred.

The line of least resistance is not a human virtue, but a human weakness: it is not only the vice of individuals, but a weakness in nations. New ideas have a tendency to stir people into action, and humans have a tendency and fondness for quoting, "let sleeping dogs lie." When theatres introduced popcorn machines, some exhibitors deemed it a nuisance; when theatres began to sell candy, this again was at first considered extra work. We began thinking up excuses, such as merchant opposition, but ask the man who has a candy-bar in his theatre what it means in revenue and what it means in public service. Ask Paramount Theatres in the U.S., which company, in addition to selling candy, manufactures candy in some locations, with partner affiliates. The sales of candy present astonishing figures and the profits give picture revenue a noticeable build-up.

MANY of us remember Warner Bros.' introduction of Sound. Could anything have happened in our industry of a more revolutionary nature? Some of us fought the idea, but all of us had to eventually give in. When R-K-O introduced colour by Technicolor, with its presentation of "La Cucaracha", that delightful musical short, many of us said it would detract from the dramatic action of the screen story, but today, pictures in colour are considered an additional asset, and colour processes for motion pictures are no longer an exclusive enterprise.

A few remember the single and two-reel pictures, and how startling was the idea of a three-reel film. Adolph Zukor could tell us how the first long feature of "Queen Elizabeth", shook the infant industry; and how sensational was the introduction of Sara Bernhardt in "Camille".

When exhibitors provided parking-lots for patrons, it was an innovation in public service; air-conditioning was another luxury which developed into a necessity; powder rooms for our women patrons; smoking accommodations; girls as ushers and cashiers provided a feminine touch in theatres where the patronage is largely feminine, and the male patronage is never so blind, so young, or so old, that it does not indulge in a second look at the pretty and trim usher who is in attendance.

AN Independent brought Russian language pictures to Canada: they were successful. An Independent brought French language pictures to Canada, and the first British picture to Canada. An Independent brought the first Italian picture to Canada and to the United States, and the first of the Spanish-language pictures. An Independent operated the first theatre in the U.S. for Spanish-language pictures. Now there is a circuit in New York, operated by a woman, where Spanish-language pictures only are exhibited, and the circuit is very profitable. An Independent in Canada, built the first theatre where the presentations were French-language pictures exclusively.

An Independent, Walter Lowenthal, produced the first film concert, with Jose Iturbi, famous pianist, and other internationally famous concert artists. An Independent brought the "Adventures in Music" to Canada.

An Independent started the first 16 mm. circuit in Canada, an Independent produced the first series of shorts, and an Independent, Earl Hammons, in the U.S., opened up the first national distribution exchanges for shorts, with educational exchanges in many countries of the world. An Independent, Oscar R. Hanson, opened up the first Canadian educational exchange.

An Independent produced the first Canadian shorts. Remember Blaine Irish and the Sifton Family and the production of Cameo Classics, during Ontario's one and only Farmers' Government?

An Independent, B. E. Norrish, produced a series of shorts for the Dominion government at Ottawa, and an Independent, Ray Lewis, named the series "Seeing Canada".

An Independent built the first Film Laboratory in Canada, B. E. Norrish, Associated Screen News Ltd.

WALT DISNEY was the first to make marquee features out of short subjects. He was an Independent; and Columbia Pictures, an independent exchange, was the first Exchange in Canada to handle and feature the Walt Disney shorts, in black and white and in colour.

J. D. Williams (Jaydee) formed First National Pictures, the first company of exhibitors who were franchise-holders, and affiliated with production. He was an Independent, and in company with Adolph Zukor, he formed the first Famous Players company, which later became Famous Players-Lasky, and developed into Publix and then Paramount. J. D. Williams built the first big producing studio in England for John Maxwell and secured finance from Adolph Zukor to produce "Nell Gwynne" with Anna Neagle, in England.

An Independent brought the first motion picture to Canada, and an Independent, John Griffin, formed the first movie theatre circuit in Canada, with vaudeville acts included.

Luigi Romanelli directed the first orchestra in a motion picture theatre, in Canada, and Jack Arthur was the first conductor to introduce symphonic orchestras in motion picture theatres; and the first to promote ballet dancing and concert artists for movie theatres, and for the development, also, of Canadian talent.

Charlie Stephenson and Arthur Cohen formed the first Independent Exhibitors' Exchange in Canada. Ernest Shipman was an Independent, and promoted the idea in Canada of Canadian feature production, a picture to be produced and financed in every province of the Dominion.

ARTHUR GOTTLEIB, an Independent, was the first in Canada, to produce Quota Films for the English market, when the first Film Quota legislation was enacted in England. He produced for Columbia Pictures.

Independents produced the first feature-length picture in Canada, "The King's Highway". Stories of Ralph Connor, a Canadian author, were used.

D. W. Griffith was the first producer of a controversial theme, and the first producer of what was considered a milestone motion picture production, when he produced "The Birth Of A Nation".

"Quo Vadis", brought to Canada from Italy by an Independent, was the first religious picture to gain international distribution and acclaim.

"Mickey", with Mabel Norman, brought to Canada by an Independent, was the first picture to play a road show

(*Continued on Page* 10)

Toronto and District

By BILL PRESS

A TRADE rumor has been gaining ground that an alliance may be effected between Paul L. Nathanson, former member of the Canadian Odeon board of directors, and Famous Players Canadian Corp. of which his late father, N. L. Nathanson, was president until his resignation to launch the Odeon Theatres.

One observation is that Paul Nathanson is already indirectly linked with Famous Players through a reported interest in United Amusement Theatres in Montreal, an affiliate of F-P. It is pointed out that Paul also leased several Vancouver theatres to Famous Players under long-term agreements some time ago. A Hamilton, Ont., theatre development is also being mentioned as a factor in the situation.

Also recalled is the legal action of Empire-Universal and United World Pictures of Canada against Rank interests involving the distribution franchise on certain features in Canada and Newfoundland.

In recent weeks there have been increasing rumors of impending developments involving big names of the industry.

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The Rio, neighborhood theatre in downtown Toronto put on the "World's Greatest Laugh Show" which consisted of 20 short subjects with everything from Harold Lloyd and Chaplin to Woody Woodpecker.

* * *

Manager Tom Daley of the Imperial, had a swell bit of exploitation for his "Forever Amber". An autogyro was used to fly across the sky bearing the title of the picture on a streamer behind the plane.

* * *

Chic Johnson, of Olsen and Johnson, said in Toronto during their C.N.E. engagement, that suit had been brought against a Hollywood producer for "lifting" a number from their 1946 stage show as the theme for a feature picture. He would not state the amount of damages sought for the alleged infringement but it is understood to be $250,000.

* * *

O. R. Hanson, of Canadian Monogram Pictures, has just returned from London, England, bringing personal greetings to the Digest from Anna Neagle and Herbert Wilcox.

He spent three nights in London, and was away from Canada less than a week. He left Montreal on Sunday night, September 5th, and arrived in London Monday morning, just fifteen hours for the trip by air, allowing for the difference in time.

The Ontario Court of Appeal quashed the conviction of one month against Morley Maginn, 16, on a charge of breaking and entering at the Midtown Theatre, Toronto. The youth had been found outside a window over the marquee by Manager John Kurk after the show closed. Evidence before the appeal court was that Maginn had gone out on the marquee to get some comic books and had been locked out by a companion.

* * *

Definite announcement has been made that the Canadian premier of "Hamlet" has been booked into the Kent Theatre, Montreal, commencing Sept. 20, with two performances daily. The night price is $1.50 and for the matinee $1.

* * *

20th Century Theatres is understood to be adding another suburban theatre to its group in Ottawa, making the fifth for that city.

* * *

Joseph Laderoute, the New York operatic tenor, has been booked for a one-night concert at the Palace Theatre, Hamilton, on Sept. 29, under the auspices of the Junior Catholic League.

* * *

The Granada and Community Theatres in Hamilton are playing first-run double bills day and date in the latest theatre pairing. The first pictures were "Hazard" and "Untamed Fury".

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Al Bollington, the British organist at the Odeon-Toronto, will be featured at the theatre for three months after which he is scheduled to return to England and will be succeeded by a Canadian musician.

* * *

Mrs. Florence Parkin proved to be the heroine at the Guild Theatre, Gerrard Street East, Toronto, when fire broke out in the projection room. Mrs. Parkin asked the 200 patrons to leave quietly and there was no panic. The blaze was extinguished by firemen after damage estimated at $75.

* * *

Blackstone's mystery show played two weeks on the stage of the Royal Alexandra Theatre, Toronto, then the house went back to a film policy with the playing of the Italian picture, "The King's Jester". Next on the list is "Oklahoma" on stage.

* * *

A. I. Garson, of St. John, N.B., Henry Morton, of Winnipeg and J. Howard Booth of Vancouver, Odeon biggies, were in town this week in connection with the opening of the new Odeon-Toronto.

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ROY LESTER ..... Montreal, Que.

The Odeon-Toronto can boast of the highest admission scale of all moving picture theatres in Canada, the top price being $1.20 for a reserved loge seat at evening performances. The matinee price is 80c. The regular admission prices are 70c and 80c and for afternoon shows 50c and 60c. Adult prices in the morning are 35c and 45c with children 20c.

Incidentally, second attraction for the Odeon-Toronto is reported to be "The Babe Ruth Story" and not the regular-price run of "The Best Years of Our Lives".

* * *

Famous Players is negotiating for a theatre site in St. Thomas, Ont., consisting of a property owned by Edward Segal. A new theatre is being constructed there by Theatre Holding Corp. and it was reported recently that Canadian Odeon also planned to erect a cinema in St. Thomas.

Hygienic Plays Host To Canadian Film Executives

George Altman and W. B. Herman of Canadian Hygienic Productions hosted C. J. Appel, Ralph Dale and Sam Fingold when they visited Cleveland and Wilmington, Ohio, recently.

While in Wilmington, home of the parent Hygienic company, the visitors were shown through the studios, and were greatly impressed with the staff and operation. They attended conferences with Kroger Babb and Jack Jossey — producers of "Mom and Dad" and the forthcoming "One Too Many."

"Wealth of the Nation" To Get Wide Distribution

McKim Advertising has completed a three-reeler in Kodachrome for the Abitibi Power and Paper Co. The film, titled "Wealth of the Nation", is a dramatic presentation about Canada's forest resources. A private screening was held at the Royal York Hotel on September 16th.

5-Way Tie-Up Promotes "Date" Biz for Loew's

Proof that in show biz five heads are better than one, and that you can't have "too many cooks" is supplied by the top-notch publicity achieved for "A Date With Judy" by the recent "Teen Queen" Contest. The five heads in this case were first, those of M-G-M and the teen magazine "Calling All Girls" who got together and cooked up the national contest; and then, in Toronto, manager Jack Clarke of the Loew's and Dewey Bloom of M-G-M Canada, tied up with Northway's Department Store's Teen Age Shop *and* brought the Canadian National Exhibition into the scheme — the first time, to our knowledge, that the "Ex" has been used in a movie promotion.

Lots of Advertising

With liberal newspaper and radio advertising plus store and window displays, Northway's got teen agers into the store to pick up entry blanks. which were profusely illustrated with photographs of "Judy's" stars Jane Powell and Elizabeth Taylor, and with action shots from the picture. Newspapers gave the contest plenty of free publicity mentioning Loew's and the picture in connection with it. Photographs of the finalists were displayed in the theatre's lobby and in Northway's store.

From the hundreds of entries, 15 finalists were chosen from the photographs and final judging was done at Teen Town in the C.N.E. Coliseum. Final winners were selected on the basis of charm and personality. Most of the prizes consisting of money and teen age outfits were donated by Northway's with a sterling silver compact going to the winner from Loew's — ostensibly from the teen age stars of the picture. All 15 of the finalists were given double guest tickets to the Loew's for 3 months. The "Teen Queen" was crowned by Trevor Howard, British film star as Patricia Roc stood by. The "Queen" is now eligible to compete in the National Contest in New York.

Everybody Benefits

Promotion of this type benefits all the parties concerned, and supplies them all with advertising and promotion in greater quantities than each could buy alone, and of a much more effective type. Kudos to Jack Clarke and the M-G-M Toronto office.

Dewey Bloom points out the national "Teen Queen" contest is open to department stores in all Canadian cities in conjunction with "A Date With Judy" playdates. It is a "natural" that no real showman will overlook.

A group of teen-age beauties clustered around "Judy" sign in Loew's lobby.

Dewey Bloom, left, publicity director for M-G-M in Canada, and Jack Clarke, Loew's Toronto manager, are caught with the newly-crowned "Teen Queen" in "A Date With Judy" tie-up at the C.N.E.

Fee For Film Music Is Declared Illegal

A Federal judge last week ruled illegal the "performance fee" that owners of music copyrights have collected from theatres exhibiting movies containing the tunes.

The decision, by Judge Gunnar H. Nordbye, came in a suit brought by the American Society of Composers, Authors and Publishers against four Minnesota theatre companies which have refused to pay the fee.

In his seventeen-page memorandum, Judge Nordbye refused the request of five music publishing concerns for damages and injunctions to prevent further violations of the copyrights they hold.

Under the ASCAP system, in effect since sound was added to motion pictures, the society sells producers the right to incorporate copyright music into films. Exhibitors then are required to pay ASCAP for the right to show films in which the music is performed.

"This method of doing business by plaintiffs and other ASCAP members," Judge Nordbye declared, "undoubtedly was prompted by a desire to protect their rights as copyright owners. Notwithstanding these seemingly beneficent purposes ASCAP has obtained by these methods and practices they have carried on over the years a monopolistic control over the copyrighted films in which their music is integrated."

Judge Nordbye held further that to grant the damages and injunctions "would tend to serve the plaintiffs in their plan and scheme with other owners of ASCAP to extend their copyrights in a monopoly beyond proper scope."

Leo McCarey, Producer of "The E

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GOOD SAM

OAN LORRING · CLINTON SUNDBERG · PRODUCED AND DIRECTED BY LEO McCAREY · Screenplay by KEN ENGLUND

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RKO
RADIO
PICTURES

Vancouver News

By JACK DROY

AT Edmonton, Alberta this past two weeks, the city entered into one of the largest contests ever held in Canada. Walter Wilson, Capitol manager, in conjunction with Hal Straight's Edmonton Bulletin staged "The Loveliest Mother Contest" with the winner receiving a trip to Hollywood and many other prizes. Picture plugged was RKO's "I Remember Mama." Winner will be entertained by the film's star, Irene Dunne, while in the movie city. Wilson says over 3000 contestants were entered.

Wilson and Straight are the team who, with Alfred Pike, prominent Edmonton florist, each July run the Capitol Theatre's Rose Show, one of the largest annual rose shows in the country.

* * *

Doug Redgrave, former Oak Bay, Victoria manager, is acting as vacation manager at the Marpole; Dorothy Clark from the Rio is looking after the Circle while Jimmy Adams holidays; Agnes Gray is assisting Al Mitchell, Hastings manager until Odeon make a permanent appointment of an assistant manager to replace Paul Lambert who resigned.

* * *

Orville Burrell, Vancouver projectionist, is now in charge of the trailer section at Steffens Colmar Studios Ltd. Concern makes trailers for both F-P and Odeon circuit.

* * *

Playing local night clubs here are the King Cole Trio at Palomar, and Spike Jones at the Cave Supper Club. Both are doing capacity even at increased tariffs, while the film palaces are having tough going even with ace bills on their screens.

* * *

Eighteen lucky Vancouver dancers from the P.N.E. will join the Jimmy Durante show in Dallas, Texas, in preference to Hollywood dancers.

* * *

Bill Williams, well known here and manager of the York Theatre at Victoria before going east to Sudbury, Ont., is now at the Marks Theatre, Oshawa. Congrats William.

* * *

A Vancouver columnist, has been arousing the ire of theatres and distributors with his many articles knocking films playing here. His latest is a slam at "The Emperor Waltz" which nevertheless is playing to capacity houses at the Capitol.

Progress on the new downtown Studio Theatre for Toronto interests is away behind schedule. It was supposed to open on Labor Day, but by the look of the building at present it will do well to open by the New Year.

* * *

Two Vancouver cameramen have had their productions accepted by major companies for world release. "Bermuda" which goes to 20th Fox, was photographed by Wally Hamilton who is now in charge of Trans-Canada Films' productions here. Douglas Sinclair shot "A Nation on Skis" in Norway which will be released by Warner Bros. Both are Technicolor single reels. Sinclair married an English girl while overseas.

* * *

Secretary to Earl Hayter, Odeon supervisor, Joan Wiltsher, has resigned and will return to her home town, Victoria. She is succeeded by Violet Hosford, formerly a school teacher in Saskatchewan. Maynard Joiner, F-P supervisor and his son are away on a two weeks vacation in the Cariboo district doing a spot of fishing and hunting.

* * *

The much opposed 11 percent city business tax rate on rentals was dropped to 9 percent of rental assessments. This will mean a big saving to the two major chains who operate 33 theatres in Vancouver City.

* * *

Famous Players' is going ahead with a second theatre in Kamloops. it will be a 1000-seater and is expected to be open in January 1949. F-P controls the town, operating its only theatre the Capitol, a 678-seater.

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Vancouver Theatres are trying out chocolate-coated ice cream bars and are finding the line profitable but rather messy from the housekeeping standpoint. Floors and seats especially, take heavy punishment, with some patrons complaining of ruined clothes.

* * *

Trans-Canada Films Ltd., with Wally Hamilton in charge of production ,has completed shooting a film for the Pacific National Exhibition in Vancouver. Weather was poor during the first days of the fair, but excellent coverage was made of the majority of events. The P.N.E. attracted record attendances in spite of rain and cool weather.

* * *

Robert Vogel, from the M-G-M studios in Hollywood, visited the local M-G-M office while en route to Banff and Lake Louise with his wife for a vacation.

* * *

The citizens of Indian Head, Sask., were thrilled to see themselves in a news reel which contained shots of their famous ball tournament. The tournament attracted several thousand spectators.

* * *

Steel work is complete and bricks are being laid for a new theatre at Melfort, Sask. House, expected to be finished in December, promises to be one of the best in northern Saskatchewan.

Bing Crosby to Bring Show to Vancouver

Bing Crosby will keep a date in Vancouver, September 22nd and will bring his entire radio troupe to do a show for the benefit of the Sunset Memorial Centre.

Crosby's weekly radio show will broadcast from the Forum, and the proceeds for the show will go to the Centre's fund.

Looks like a hot spot for some on-his-toes showman to promote business.

Churchill's Daughter In New Film

Winston Churchill's actress daughter, Sarah, has been signed by J. Arthur Rank to play a featured role in the new picture "All Over The Town," which has just gone into production in the Pinewood studios near London.

Miss Churchill recently returned from a provincial tour in "The Barretts of Wimpole Street" in which she played the role of Elizabeth. In "All Over The Town" she plays opposite Norman Woodland, who has risen to stardom on the strength of his performance as Horatio in Laurence Olivier's "Hamlet."

Drive-Ins Are Here To Stay

(*Continued from Page* 1)

with noisy amplifiers, drive-in theatres now can accommodate from 700 to 1,000 cars, with specially constructed car-ramps, non-distorting screen, and individually-controlled, in-car speaker mechanisms.

The new drive-in theatres have playgrounds, wading pools, picnic tables, refreshment booths, rest-rooms and a heating system attached to the speaker, which may eventually make the drive-in theatre a year-round operation. Some of the screens reveal creative and ingenious engineering, being as much as 65 by 50 feet. Designed to counteract moonlight, their towers are concave, some are tilted and on the screen only the picture and not the moonlight is reflected. Some have been built to withstand a 100 mile an hour gale, some have made use of transite which makes them weather-proof.

Baby Bottles Warmed — Free

At the Cactus Drive - In, Albuquerque, babies' bottles may be warmed, free; other drive-ins have kennel facilities for dogs. In Memphis, Tenn., there is a drive-in operated by Barney Woolner, who has reached perhaps the ultimate in theatre service, for here there is installed a booth, where the housewife may leave her family washing and call for it at the end of the show, laundered and dried. Needless to say, *this* service is not free.

Drive-ins are fifteen years old in the U.S., but during 1947-48, they have seen their widest spread and development. In 1932, not a showman, but a chemical manufacturer, at Camden, N.J., Richard M. Hollinghead, Jr., conceived the idea that cars and movies looked like a fool proof, depression-resistant business. In May, 1933, he patented his brain-wave and organized Park-In Theatres Inc. In association with his cousin, Willis Warren Smith, who furnished the finance, he built what is said to be the first movie drive-in theatre near Camden N.J., with accommodation for 500 cars. Crude as were the mechanical facilities, measured by today's standards, this drive-in was an immediate success.

Constant Mechanical Improvements

Others improved on the idea and patented the mechanics of fitting cars onto sloping ramps. Up to America's entry into World War II, Americans had constructed 52 drive-in theatres, with 62 more in construction stages, or under contracts for construction. The owners, despite the left-over product they had to use, managed to net a $3,000,000 profit annually.

The War slowed up drive-ins, because of a shortage of cars and gas rationing, but by 1946, drive-in movies began to spread and the sky became the limit for them. Today, in the U.S., it is reported that there are 546 drive-in movies, with a car capacity of approximately 275,000 and with an annual net profit of $28,000,000.

1000 Drive-Ins by 1950

If nothing stops present construction plans, there should be 1,000 drive-in movies in the U.S. by 1950. Hollywood is said to receive annually from drive-in movies $5,000,000 and, as Abbot and Costello would say, "That ain't hay."

With the purchase by Famous Players Canadian Corp. of 90% of the stock of Skyway Theatres Ltd. it looks as if Famous Players are in the drive-in movie business. Skyways own a 900 car drive-in at Hamilton, Ont., two drive-ins, 700 car capacity at Windsor and London, Ont. Lloyd Taylor, who managed the Granada, Hamilton, for F.P.C., is managing the Skyways for F.P.C.

Skyways Theatres Ltd. was formed in 1946, with H. B. Housser, Toronto and New York broker, as president, Jack Cooke, publisher of Liberty and owner of CKEY, Toronto, vice-president. In 1947, Albert E. Silverwood, president of Silverwood Dairies, became a majority shareholder and chairman of the Board.

There is in Burnaby, B.C., the Cascade Drive-In, operated by National Drive-In Theatres, population, 46,000, operation six days, car accommodation, 500.

And Still They Come

Agincourt, Ontario, Park Drive-In Theatres Ltd., operation, 6 days, cars, 750; London, which has a population of 79,562 has Skyway Drive-In, operation 6 days, cars, 500; Maidstone, Skyway Drive-In, operation, 6 days, cars 500, Skyway Drive-In Theatres, Ltd.; Oshawa, population, 26,824, Auto-Drive-In, operation 6 days, cars 500, Peter Drive-Ins; Ottawa, population, 163,829, Ottawa Drive-In, operation 6 days, 600 cars, Auto Sky Theatres; Stoney Creek, Skyway, operation 6 days, 700 cars, Skyway; St. Catharines Drive-In, population 34,559, operation 6 days cars 600, Canadian Drive-In Theatres.

This is only a sketch of the Canadian picture, already from coast to coast we hear, by word of mouth, "The Sky is the Limit" and construction and plans are now in operation for many Drive-In Theatres.

ENTRIES ARE BEING ACCEPTED NOW FOR THE 1949 SHOWMANSHIP CONTEST

New Digest Associate Makes Bow to Film Biz

PAUL FIRESTONE

Ex-salesman, manufacturer, pilot, Link instructor, M.C., social director, radio actor-announcer-writer, Paul Firestone is the new Associate Editor of The Canadian Moving Picture Digest. He wants it known that, as he is comparatively new to the industry, he welcomes advice and comment from all and sundry.

R-K-O's "The Pearl" Wins 5 Mexican Academy Awards

R-K-O-Aguila Films' "The Pearl", ("La Perla") made a clean sweep at the annual dinner of the Mexican Motion Picture Academy on Sept. 3 with no less than five "Ariels" as the award is known here.

"La Perla" was named the best picture of 1947 plus the following: best direction, Emilio Fernandez; best photography, Gabriel Figueroa; best male star, Pedro Armendariz; best character role, Juan Garcia.

Art Simon, R-K-O General Manager for Mexico, has booked "La Perla" as opening attraction at the new 3,850-seat theatre, Tacubaya, with great fanfare where it is attracting capacity audiences in spite of the fact that the picture has already had over one hundred days playing time in Mexico City.

"Rachel and the Stranger" Opens New York To-day

R-K-O Radio's "Rachel and the Stranger" starring Loretta Young, William Holden and Robert Mitchum has its New York premiere at Brandt's Mayfair Theatre today, Saturday, September 18th.

Loretta Young, who won a screen "Oscar" for her performance in R-K-O Radio's "The Farmer's Daughter" plays Rachel in this film adaptation of one of the series of short stories from Howard Fast's collection, "Patrick Henry and the Frigate's Keel". It is a domestic drama with a background of the Northwest Territory.

Co-starred with Miss Young are William Holden and Robert Mitchum.

RAY PRESENTS

(*Continued from Page 3*)

theatre, and the first to have a run of approximately four months in Toronto.

An Independent started the first film trade paper in Canada, and an Independent established the first publication of a national weekly trade paper in Canada, Canadian Moving Picture Digest.

An Independent was the first to visit Russia with a view to establishing a circuit of movie theatres there (Jay Allen).

An Independent, Johnny Cohen, was the first to form a premium company for give-aways in Canadian theatres.

Rothapfel (Roxy) was the first Independent to sponsor radio. He was also the first promoter of a million dollar movie theatre, The Roxy, in New York City, followed by the promotion of Radio City Hall.

Hugo Reisenfeld was the first conductor of a symphony orchestra in a motion picture theatre, in New York.

Marcus Loew, Nicholas Schenck and Joseph Schenck were the first promoters of vaudeville with motion picture presentation in the U.S. They were Independents.

SAMUEL GOLDWYN, an Independent, put Goldwyn into the trademark of Metro-Goldwyn-Mayer Pictures, and Louis B. Mayer, a Canadian, added Mayer.

David Selznick was the first producer to present a four hour motion picture, "Gone With The Wind", which is still the best Hollywood picture ever made.

The Allens, Independents, were first in Canada to import British pictures direct from the British producers, and to publicize them nationally as British-made pictures, for the establishment of a British film market. The Allens were the first motion picture members of our Industry, on the American continent, to receive government recognition for War Services, during World War I.

The Canadian Picture Pioneers, organized by a small group of Independents in Canada, established the first and only Motion Picture Benevolent Fund in Canada.

A group of women, interested in music, were the first, through a series of Twilight Concerts, to establish symphonic orchestras in Canada.

An Independent, Ray Lewis, produced the first Canadian stage production presented in Canada. The play was, "The Other Woman", written and produced by Ray Lewis, at Massey Hall.

The first crusade for "Votes For Women" was sponsored and organized by a group of women, headed by Mrs. Hector Prentiss, Dr. Stowe Gullen, Inez Perry (Mrs. Arthur Roebuck) and Ray Lewis — not members of a political party, but Independents.

The first string quartette was organized by two independent musicians, Boris Hambourg and Milton Blackstone, and sponsored by The Hon. Vincent Massey.

An Independent, Bud Lennon, conceived the idea, in Toronto, of a co-operative Exhibitors' Exchange.

An Independent, Charles Mavety, organized the first Film Service Delivery in Canada.

An Independent, Ben Garson, formed the first film poster service, at Montreal.

A group of Independents organized National Screen Service in the U.S. for the production and servicing, nationally, of trailers.

The first murder story scoop was obtained and written by an Independent, Ray Lewis, an amateur writer, in The Daily News, published at Toronto. Chief of reporters was Leo Devaney.

THE first Film Opera brought into Canada for national distribution was purchased by an Independent, and distributed by an independent Exchange, Alliance Films Limited.

The first Special Award by The Academy of Motion Picture Arts and Sciences was won by an Italian picture, "Shoe Shine," produced by an Independent, Vittorio Sicca. This has established a precedent for the presentation of an Oscar for pictures produced in a foreign language.

The first full-length feature cartoon was produced by an Independent, Walt Disney, "Snow-White and The Seven Dwarfs."

The first drama in operatic form was conceived by an Independent Richard Wagner.

The first, and the greatest blank verse modern poet was an Independent, a clerk in an American custom house, Walt Whitman, who wrote "Leaves of Grass", establishing recognition for poets who wrote in this form.

An Independent translated the Holy Bible from Greek to Latin, and another Independent translated the Bible into English.

An Independent, not a clergyman nor a priest, gave the world a code of human behavior, The Ten Commandments.

An Independent, not a clergyman, preached the world's greatest sermon, The Sermon On The Mount.

An Independent, Benjamin Franklin, the fifteenth child of a family of seventeen children, who never attended school after he was ten years old, helped to frame the Constitution of the United States, for he proposed the Amendments, in 1787, at the age of 81, and it was through these amendments, that the United States came together for a better union. The small states had been demanding equal representation, the large states were for proportional representation. A compromise was reached, when Franklin's plan was adopted, that in the Senate all states, large and small, shall have an equal vote, but in the House of Representatives, each State shall have representation proportionate to population; and that all Bills must originate in the House of Representatives, to raise or expend money.

Of this humbly-born boy who became scholar, diplomat, author, scientist, inventor and with George Washington, joint father of his Country, history has written — "He snatched the lightning from the skies and the sceptre from tyrants."

I could go on naming other Independents who brought to the world an almost endless list of inventions and discoveries, all of which are moulded into that which we call civilization, but for my purpose the list which I have presented, will do. Let us now return to our own domain of Motion Pictures, to Freise-Greene-Lalumiere-Edison, all of whom played such an important part in the mechanical birth and development of this giant industry; and let us, for a moment, pause to consider a new introduction into motion picture entertainment, Opera, of which I will talk in next week's Digest.

Maritime News

By A. L. FAIRWEATHER

NOBODY in the film business around Saint John can talk of much else but the opening of the new Paramount, Famous Players theatre, September 15th. Passers-by stand and peer through the chinks in the fence across the entrance. Your correspondent will have a personal tour through the theatre by next week and then will have the latest details. Jules Wolfe, of Toronto, head of Famous Players construction department is in Saint John and Charles Dentlebeck, also of Toronto, head of the projection department has been here for some days superintending the installation of the projection equipment. ' The first feature is to be "A Foreign Affair" (Paramount) and there will be a formal opening of the theatre.

* * *

Jim Mitchael has arrived at the Capitol Theatre, Saint John, to take over management. Jim, a native of Kingston, Ont., was with Shea's in Toronto, an officer in the Air Force during the war and later manager for Jack Butler at the Imperial, Moncton, N.B.

* * *

Mr. and Mrs. Leslie A. Sprague, Fairville, N.B., have returned from an interesting trip to Cleveland, Ohio, where Mr. Sprague attended the I.A.T.S.E. convention, representing Local 44 of Saint John. Mr. and Mrs. Sprague drove back by way of Niagara Falls, Toronto and Quebec Mr. Sprague operates the Gaiety Theatre at Fairville, N.B., and is projectionist at the Empire Theatre in Saint John. He reports the convention as most interesting and the tour a very pleasant one.

* * *

Maurice Ellman, of Alliance Films' Saint John office has returned from Ottawa where he attended a meeting of the Canadian Federation of Chess Clubs, representing the Maritime Clubs. En route he visited the Montreal office of his company.

* * *

"Emperor Waltz. (Para.) at the Capitol, Saint John, opened in Labor Day and was held over for two extra days. The picture has everything including two marvellous dogs who are the admiration of all dog lovers and share the plaudits of the patrons with Bing Crosby's tonsils and Joan Fontaine's looks. A tie-up was arranged with the Canadian National Railway office on Saint John's principal street. They displayed views of Jasper Park, the background of the film in their window. That very beautiful "Mountain Echo" song will not soon be forgotten.

The Strand Theatre, Saint John (F. G. Spencer Co. Ltd.), presents a very fine appearance both outside and in. The exterior has been repainted and the inside redecorated. New carpets have been laid and a new rail for standees installed. With the recently introduced candy and popcorn bar, altogether a bright and attractive appearance is presented to the many patrons of this popular theatre where courteous service has always been a special feature.

Friends will be glad to know that Mrs. Clare Graham, who for many years was the cashier at the Empire Theatre, Saint John (Messrs. Vassis and Demerson) is improving in health and is now able to take short motor drives. Mrs. Graham has been absent from the theatre on account of illness.

* * *

International Films' "North West Stampede", the film taken on the Duke of Windsor's western ranch, had its Maritime premiere at the Casino Theatre, Halifax's Labor Day midnight show and ran until Friday of that week.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

BILTMORE
"King of the Gamblers" (Rep.), with Janet Martin and William Wright. Also "Fabulous Texan" (Rep.), with William Elliott, John Carroll and Catherine McLeod.

EGLINTON-TIVOLI
"Escape" (Fox), with Rex Harrison and Peggy Cummins.

FAIRLAWN-DANFORTH
"Corridor of Mirrors" (E-L), with Eric Portman and Edana Romney.

IMPERIAL
"Forever Amber" (Fox), Technicolor, with Linda Darnell and Cornel Wilde.

LOEW'S
2nd week. "A Date With Judy" (R-K-O), Technicolor, with Wallace Beery, Jane Powell and Elizabeth Taylor.

NORTOWN-VICTORIA
2nd week. "Two Guys From Texas" (W-B), Technicolor, with Dennis Morgan and Jack Carson.

ODEON-TORONTO
"Oliver Twist" (E-L), with Robert Newton and Kay Walsh.

SHEA'S
2nd week. "The Emperor Waltz" (Para.), Technicolor, with Bing Crosby and Joan Fontaine.

UPTOWN
3rd week. "Tap Roots" (U-I), Technicolor, with Van Heflin and Susan Hayward.

MONTREAL

CAPITOL
"Green Grass of Wyoming" (Fox), Technicolor, with Peggy Cummins and Charles Coburn.

IMPERIAL
"Dream Girl" (Para.), with Betty Hutton and Macdonald Carey. Also "Blonde Ice" (F-C), with Leslie Brooks and Robert Paige.

LOEW'S
2nd week. "On an Island With You" (M-G-M), Technicolor, with Esther Williams, Peter Lawford and Jimmy Durante.

PALACE
"The Big Clock" (Para.), with Ray Milland and Charles Laughton.

PRINCESS
2nd week. "The Lady From Shanghai" (Col.), with Rita Hayworth and Orson Welles.

SAINT JOHN

CAPITOL
"The Emperor Waltz" (Para.), Technicolor, with Bing Crosby and Joan Fontaine.

MAYFAIR
"Variety Girl" (Para.), with Bing Crosby, Bob Hope and Gary Cooper. Also "I Love Trouble" (Col.), with Franchot Tone and Janet Blair.

STRAND
"Belle Starr" (Fox), with Randolph Scott and Gene Tierney.

WINNIPEG

CAPITOL
"The Emperor Waltz" (Para.), Technicolor, with Bing Crosby and Joan Fontaine.

GAIETY
2nd week. "Duel in the Sun" (Selznick), Technicolor, with Jennifer Jones, Joseph Cotten and Gregory Peck.

GARRICK
"Feudin', Fussin' and a-Fightin' " (Univ.), with Donald O'Connor Marjorie Main and Percy Kilbride.

METROPOLITAN
"Scudda-Hoo! Scudda-Hay!" (Fox), Technicolor, with June Haver and Lon McCallister.

ODEON
2nd week. "The Voice of the Turtle" (W-B), with Ronald Reagan and Eleanor Parker.

CALGARY

CAPITOL
"The Emperor Waltz" (Para.), Technicolor, with Bing Crosby and Joan Fontaine.

GRAND
"The Fuller Brush Man" (Col.), with Red Skelton and Janet Blair.

PALACE
"Summer Holiday" (M-G-M), Technicolor, with Mickey Rooney and Gloria DeHaven. Also "Speed to Spare" (Para.), with Richard Arden and Jean Rogers.

VANCOUVER

CAPITOL
"The Emperor Waltz" (Para.), Technicolor, with Bing Crosby and Joan Fontaine.

INTERNATIONAL CINEMA
"While The Sun Shines" (Int.), with Ronald Howard and Barbara White. Also "Night Boat to Dublin" (Int.), with Robert Newton and Raymond Lovell.

ORPHEUM
"Street With No Name" (Fox), with Mark Stevens and Richard Widmark.

PARADISE
"Jinx Money" (Mono.), with Leo Gorcey and the Bowery Boys. Also "Under California Stars" (Rep.), Trucolor, with Roy Rogers and Trigger.

PLAZA
"Feudin', Fussin' and a-Fightin' " (Univ.), with Donald O'Connor, Marjorie Main and Percy Kilbride. Also "Trapped by Boston Blackie" (Col.), with Chester Morris.

STRAND
"Give My Regards to Broadway" (Fox), Technicolor, with Dan Dailey.

VOGUE
4th week. "The Best Years of Our Lives" (R-K-O), with Myrna Loy and Fredric March.

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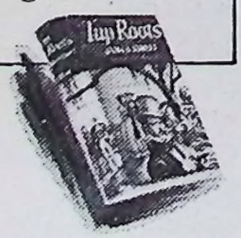

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